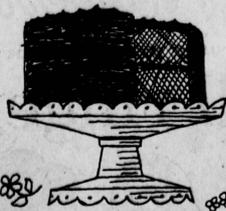


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Magic Chef Bakery

Satisfy your sweet tooth with one of our delectable cakes, flaky pies, scrumptious pastries, or tasty cookies — baked fresh daily by our master bakers!



REAL WHIPPED CREAM
**PINEAPPLE
BOSTON CREAM PIE**

99¢
reg. \$1.19

A DELICIOUS TREAT
**GARLIC
CHEESE BREAD**

41¢
reg. 51c

LARGE DANISH
**PINEAPPLE FILLED
COFFEE CAKE**

59¢
reg. 69c

AA'

BEEF — CHICKEN — TURKEY
**BANQUET
MEAT PIES**

6 8 oz. pies **\$1** save 34c

save 10c dozen

side dish, tall 303 can

5 for \$1

instant! 13 1/2 oz. pkg.

49¢

hamburgers, 12 oz. bil.

4 for 59¢

er interest, lrg. 2 1/2 can

toes 25¢

ASSORTED FLAVORS
**CAL FAME
DRINKS**

4 jumbo 46 oz. cans **\$1** save 16c

Devaprint, pink, yellow, aqua—Soft yet strong tissues. box of 400
Facial tissue 5 for \$1

Carton. Regular, king size or filters. All brands except Masterpieces.
Popular Cigarettes \$2.15

Golden Crepe. Sliced white or wheat. Sandwich magic. 15 1/2 oz. loaf
Ranch Style Bread 2 for 49¢

Assorted frozen dinners. Keep plenty on hand for rush meals. Reg. pkg.
Banquet Dinners 39¢

duce



SWEET, RIPE
**SEEDLESS
GRAPES**

10¢ lb.

BUTTER
**RIPE
AVOCADOS**

10¢ ec



LARGE SIZE
**HAWAIIAN
PINEAPPLE**

29¢ ea.

NECTAR SWEET
**CASABA
MELONS**

5¢ lb.

RED
RADISHES
GREEN
ONIONS

5¢ bunch

U.S.D.A. GRADE 'A'
**WHOLE BODY
FRYERS**

29¢ lb.



U.S.D.A. Inspected Chicken. Plump, fresh meat so tender it falls away from bone when done.
CUT UP FRYERS 35¢

U.S.D.A. Inspected Chicken. Bake with marinated artichoke hearts. No backs, necks or giblets.
BEST O' FRYER 59¢

U.S.D.A. "Choice" Beef. Tender and juicy roisserie roast for summer outdoor entertaining.
ROLLED BONELESS ROAST 89¢

U.S.D.A. "Choice" Beef. Aged, rich beef flavor at a budget-saving price. Delicious blade cuts.
BONELESS CHUCK STEAK 79¢

U.S.D.A. "Choice" Beef. Marinate and broil—or braise this steak in your own savory sauce.
O-BONE SWISS STEAK 69¢

At Magic Chef we carry only the finest quality U.S.D.A. "Choice" meats, aged to the peak of flavor. We offer a 100% money back guarantee if you're not completely satisfied!

U.S.D.A. "CHOICE" BEEF

**CHUCK
STEAK**

blade cut **39¢** lb.

U.S.D.A. INSPECTED CHICKEN

**FRYER
PARTS**

breasts or legs **59¢** lb.



Add fresh vegetables for an economical stew. Also good with onions & mushrooms as kabobs!
BONELESS STEW BEEF 79¢

Cured to perfection. Add tomato, avocado, lettuce & mayonnaise for sandwiches. 1 lb. pkg.
LUER IOWA FARMS BACON 79¢

U.S.D.A. "CHOICE" BEEF

**BONELESS
CHUCK ROAST**

69¢ lb.

U.S.D.A. "CHOICE" BEEF

**7 BONE
ROAST**

center cut **49¢** lb.



Gourmet Sea Food

Mrs. Paul's—Delicate flavor for good eating. 9 oz. pkg.
Fishstick Miniatures 53c
Mrs. Paul's—Superb as hors d'oeuvre plate. 6 oz. pkg.
Deviled Crab Miniatures 55c

Fresh salmon from Alaska. Broil topped with butter.
Salmon—Whole or Half 69c lb.
Barbecue and garnish with lemon. Fresh from Alaska!
Salmon Center Slices 89c lb.

DEL AMO
SHOPPING
CENTER
CORNER OF
HAWTHORNE &
SEPULVEDA

**MAGIC
CHEF**



Assignment TV

By **TERRENCE O'FLAHERTY**

With the new season opening in September, television columnists face an onslaught of that most joyless social gathering of our times—the business cocktail party.

I'd sooner attend a funeral. They're shorter and you can sit down.

The excuse given for a business cocktail party is a press announcement. Actually, they're given for the pleasure of ad agency personnel and vice presidents of the sponsoring company. It is thought that a cocktail party gives some visible form to the nebulous activity of press agency.

In Hollywood television circles there are often as many as half a dozen being held at the same time. They are the bane of a reporter's existence because no story of any importance was ever broken at one—only repetitions. After an hour standing in small groups talking to people he had been avoiding elsewhere for years, a columnist has no alternative but to return to his desk and review the hors d'oeuvre.

Thailand's Prince Surachatra Purachatra has been in Hollywood purchasing television shows for his country which is one of our strongest allies in the East. What does he want? "Batman"! But he feels his people are not ready for it yet so he's going to break them in with a "Batman" feature movie first. Currently Thailand is seeing "Lost in Space," and "The Man From U.N.C.L.E." And they're STILL our friends?

The Prince's great grandfather was the one who met Anna and became famous in America as the King in "The King and I." He had 128 wives. The Prince is one of 44 in his country. He is 29 and studied at Cambridge and Harvard. If he buys "Batman" his biggest problem will be to translate "BAM" "POW" "ZAP" and "ZOWIE" into Thai.

That's what Harvard boys are doing these days in the Far East.

Exhibit for Fair Slated By Schools

Gloria Swanson comments on this curious tribal custom in a feature titled "Hollywood Sunset" in a recent Esquire Magazine:

"We used to give cocktail parties for fun—not for business. We invited our friends—not press agents, columnists, business managers, lawyers, accountants and photographers. I never had the kind of entourage you find surrounding young actors today. I never hired anyone to create parties for me. The planning, the plotting, the wild practical jokes we played—that was half the fun."

"But that was way back when—before Louella and Hedda had warehouses for storing their Christmas gifts and before you had to check your guests list with managers and accountants... A real party—in Hollywood or anywhere else—cannot be photographed. When a photographer arrives, the party's over. It vanishes or becomes something else—a documentary for the Bureau of Internal Revenue!"

Hear Hear!
Well, I guess that blows my September social schedule!
THE THAIS That Bind:

NON-SWIMMERS
It is estimated that 50 million Americans would drown if they had to swim 50 feet to save their lives, according to American Red Cross water safety statistics.

ONE PRICE PERMANENT WAVE 7.50

TINTING \$5.50 (Includes Shampoo & Set)

\$25.00 VALUE SHAMPOO & SET 2.50 FROSTING INCLUDING SHAMPOO & SET \$10

11 OPERATORS TO SERVE YOU
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Are You Wasting Water...?

When you water does the water just roll off? If so you need **WATER IN...** the Liquid Soil Penetrant. No muss or fuss with spreading or dust...

FLEA TROUBLE

Your lawn is a breeding place for fleas, so come in and we will show you how to rid your lawn of these pests.

NOW IS THE TIME TO FEED YOUR LAWN

Fall will be soon here, so feed your lawn now for the season ahead.

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